



Guest Speaker Biography:

Shelly Palmer

Shelly Palmer is the host of "MediaBytes," a daily Internet news show. Palmer's extensive experience results in insightful commentary and a unique insiders take on the biggest stories in media, technology and entertainment. His approach is simple, "You give us two minutes, and we'll give you the stuff you really care about." He is also Managing Director of Advanced Media Ventures Group, LLC an industry leading technology, media and entertainment consulting firm and the President of the National Academy of Television Arts & Sciences, NY (the organization that bestows the coveted Emmy® Awards).



Along with his contributions to the advancement of television, Palmer is a pioneer in the field of Internet technologies. He is the inventor of Enhanced Television used by programs such as ABC's Who Wants to Be a Millionaire and ESPN's Monday Night Football. In 2004, ABC's Celebrity Mole Yucatan received an Emmy® Award in the category of Enhancement of Original Television Content. It was Palmer who led ABC's team of advanced media professionals and spearheaded the award-winning project.

Over the last two decades, Palmer has enjoyed a highly distinguished career as a composer and producer. His professional vitae includes years of experience in television production and musical composition. He created and produced HotPop, a teen lifestyle and music show airing on Starz/Encore's WAM! As a prolific composer, Palmer was the recipient of the American Society of Composers, Authors and Publishers (ASCAP's) 12th Annual Film and Television Music Award for ABC's hit series Spin City. He was also recognized the following season in the category of "Most Performed Television Themes." Palmer's music credits include the theme songs for Live with Regis & Kelly, Rivera Live and MSNBC as well as the digital debut of the "real" cat singing the classic "Meow, Meow, Meow, Meow."

Palmer is a popular speaker and moderator at technology and media conferences hosted by industry organizations and top tier colleges and universities, like: The Consumer Electronics Show (CES), The National Association of Broadcasters Convention (NAB), The National Show presented by the National Cable Television Association (NCTA), Telecom presented by the United States Telecom Association, Digital Hollywood, iHollywood, ad:tech, iMedia and ITV Europe. He is a guest lecturer at the MIT Media Lab, Stern Graduate Business School at NYU, The Columbia Institute for Tele-Information (CITI) at Columbia University, The Graziadio School of Business Management at Pepperdine University, The Digital Content Lab at the American Film Institute and other top tier colleges and universities.

A graduate of New York University's School of the Arts, he is the author of one of the most popular television business news blogs, a weekly columnist for the Jack Myers Report, The Huffington Post and a technology commentator for CNN.com. Palmer is the author of Television Disrupted: The Transition from Network to Networked TV 2nd Edition (York House Press, 2008) the seminal book about the technological, economic, and sociological forces that are changing everything. For more information, visit shellypalmer.com.



Breakout Session Speaker Biographies:

❖ Alex Lindsay, dvGarage and the Pixel Corps

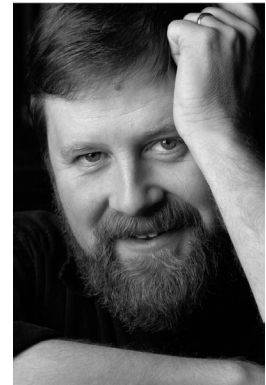
Alex Lindsay has been working in computer graphics and video production for over 20 years. Starting in Programming and Computer Aided Drafting, Alex has worked in print, games, interactive, broadcast, and film. He spent 3 years working at Lucasfilm and Industrial Light and Magic on "Star Wars: Episode 1" before starting his own companies, dvGarage and the Pixel Corps. dvGarage builds tools for the Visual Effects community. In addition to training, the Pixel Corps produces web content for a variety of corporations and agencies.



❖ Edwin Remsberg, University of Maryland

National-award-winning photographer Edwin Remsberg specializes in documenting agriculture, Maryland's heritage and in the changing nature of traditional work in a modern economy. In March, he released his newest book, *Dishing Up Maryland*, a cookbook collaboration with author Lucie Snodgrass that features local Maryland products, the farmers and watermen that grow and harvest them, and the chefs who prepare the recipes.

Remsberg has worked with the U.S. Department of Agriculture and the University of Maryland to document USDA programs and agriculture in America. He's traveled from Maine to California and from Alaska to Micronesia, photographing blueberry barrens, cotton fields and cattle ranches, as well as health and nutrition classes on Native American reservations and programs that take veterinarians into remote, rural areas.



While working for the Baltimore Sun during the 1980s, he produced photo essays on such topics as the war in El Salvador, the violence-scarred elections in Haiti, missionary work in Belize, and tent revival meetings. In 1987 Life Magazine chose his photograph of the Amtrak crash in Chase, Maryland, as one of their "Pictures of the Year" and, later, "Pictures of the Decade." Exhibits of his photos have been held throughout the state.

Johns Hopkins University Press has published several books of his photographs, including *Maryland's Vanishing Lives*, profiles of survivors of dying industries and subcultures in Maryland, and *Testament to Union*, a compilation of evocative, detailed black and white images of Civil War sculptures in Washington, D.C.

Remsberg began his career at 15, documenting agricultural events at county and state fairs as a member of 4-H. That experience laid the groundwork for themes and relationships that remain central to him as a mature photographer. Under the mentorship of Norman Pruitt, then staff photographer for Maryland Cooperative Extension, Remsberg developed his visual and technical skills. He was a journalism major at the University of Maryland.



Breakout Session Speaker Biographies:

❖ Noah Scalin, Another Limited Rebellion

Noah Scalin is a Richmond, Virginia-based artist and the creator of Skull-A-Day, the Webby Award winning daily art project. "SKULLS," his book based on the project, was released in 2008, by Lark Books. It has been honored by Young Adult Library Services Association and the New York Public Library. The book was also featured on the Martha Stewart Show.

Noah's fine art has been exhibited in museums and galleries internationally and is currently on display at the Mutter Museum in Philadelphia. A lifelong activist, Noah founded the award-winning, socially conscious design and consulting firm Another Limited Rebellion in 2001.

Previously, he had worked as the art director for the international clothing company Avirex and independent movie studio Troma Entertainment. Noah's work at ALR has gained international exposure in dozens of books and is frequently featured in design publications. Noah is also an adjunct faculty member in the graphic design department at Virginia Commonwealth University where he teaches Design Rebels, a course on socially conscious graphic design. Noah's next book "365: A Daily Creativity Journal," which is designed to help people start their own daily creative projects will be released this December by Voyageur Press.



❖ Captain Tyler Ginter, 55th Combat Camera Operations Officer

Tyler Ginter is currently assigned to 55th Combat Camera, the only active duty Combat Camera Company in the United States Army. He served as a Platoon Leader in Operation Iraqi Freedom for nine months in charge of a team of 22 videographers and photographers who documented the war in support of combat commanders' tactical, operational, and strategic objectives; all imagery was historical archived at the Pentagon.

Upon his return from the war, Tyler established the first-ever Training Platoon in the unit to pass along tactical and technical continuity and lessons learned to every new Soldier assigned to Combat Camera. Tyler is now the Operations Officer of the unit responsible for the logistical, administrative, maintenance, budget, travel and coordination support for more than 200 Combat Camera Soldiers. He recently upgraded the entire unit to a new multi-million dollar visual information equipment lifecycle plan that he spent over six months researching and developing to push his unit into a new technological dual high definition photo/video workflow.

Tyler graduated from Florida State University's Media Production program with a 3.85 GPA and focused on live sports and event production as well as sports television shows and feature stories where he held producing, directing, technical directing, camera operator, 3D/2D motion graphics, and editing positions. Tyler is a passionate and dedicated photographer and filmmaker who is always trying to improve his knowledge and feels it is extremely important to share his experiences with others in the community.



Breakout Session Speaker Biographies:

❖ Paul Sparrow, Newseum

Paul Sparrow is currently the Deputy Director and Vice President of broadcasting and new media at the Newseum in Washington, D.C. During his time there, he has supervised production of all digital media for the Newseum's exhibits, supervised production of "The Future of News" a ten-part series for public television, transformed the Newseum's Web site through content development in 2002, and then supervised complete technical redesign in 2007. Mr. Sparrow developed comprehensive strategy for using social media sites including Facebook, Twitter, YouTube and Flickr as part of his responsibilities in new media.



After finishing school, Mr. Sparrow began his career as an associate producer, editor and audio engineer for an independent documentary films company in January of 1980. Two years later, he moved on to be a segment producer, associate producer and editor at KPIX-CBS in San Francisco. His career progressed as he worked on various shows including "USA TODAY on TV" Gannett syndicated as a coordinating producer and "America's Most Wanted" FOX as a co-executive producer. As skills and experience increased, he continued to excel and worked on "How'd They Do That?" Warner Brothers as executive producer and Discovery Channel- Eco – Challenge as senior producer before being hired at the Newseum.

His experience has earned Mr. Sparrow nominations for 2 Webby Awards, awarded multiple CINE Golden Eagles, two Grand Prizes from the New York Film and Video Festival, a national Emmy nomination and National Emmy Award for Special Achievement.

Mr. Sparrow earned a Masters of Fine Arts in Electronic Music and the Recording Media from The Center for Contemporary Music at Mills College in 1980; he also holds a Bachelor of Arts in Music from the University of California Santa Cruz, which was awarded to him in 1977.

❖ Trip Gotelli, Sr. Business Development Manager, Dynamic Media

Trip Gotelli is a Senior Business Development Manager for dynamic media applications at Adobe Systems, inc. Being involved with digital video and graphics for over 20 years, he is passionate about sharing technology that helps individuals and organizations communicate more compelling stories to wider audiences.

❖ Jerry Silverman, Adobe Sr. Solutions Engineer

With over a decade of experience producing applications and videos for a diverse body of corporate, broadcast, retail, e-learning and sales training companies, Jerry is currently an evangelist and instructor of Adobe's desktop creative tools, sharing his expertise and passion for technology with knowledge workers and educators across North America. He is a frequent presenter at Adobe customer events and industry conferences, offering demonstrations and tutorials to designers, developers, IT managers, and professional trainers and coaches.



Breakout Session Speaker Biographies:

Tim Kenney, Tim Kenney Marketing!

As Creative Director of Tim Kenney Marketing! (TKM), Mr Kenney brings over 35 years of experience to his clients. As CEO, Mr Kenney is responsible for the strategic management of the firm, operations, finance, human resources and new business.

In over twenty years, the firm has garnered over 100 awards from such organizations as the New York Art Director's Club, AIGA National, The Society for Publication Designers, the Art Director's Club of Metropolitan Washington, the Direct Marketing Association of Washington, the American Association of Business Publications and Print Magazine. Most recently winning a fourth Axiem Award for Interactive for a multimedia promotion for Cybermark; the Silver International Award of Excellence in Experimentive Creative from the Medical Marketing Association for the Carnitor® print advertising campaign; as well as "Best of Show" Addy for print advertising, FDA Campaign.

Prior to TKM, Mr. Kenney was responsible for the design and development, supervision and production of a cutting edge new business publication as founding art director for "Regardies" magazine and art director for "New Homes Guide." He also served as a publications manager responsible for the management of typesetting, graphic design, Graphic production, duplicating and printing of Government contracts for JRB Associates, a subsidiary of SAIC Inc.

Mr. Kenney serves as an adjunct professor for media at the Corcoran School of Art, and occasional lectures on media, design, and advertising at George Washington University and American University and Corporations such as MCI, Phillips Business and other Institutions.





Breakout Session Speaker Biographies:

❖ Alexandra Gebhardt, Inside Media Networks

Alexandra Gebhardt is the Chief Social Strategist for Inside Media Networks, a social influence marketing and branding agency that provides support and development for marketing communication and public relation initiatives. With more than six years of hands-on experience in leveraging emerging social and web technologies to build audience communities, Alexandra is considered an expert in social media, web 2.0, blog development (Wordpress), podcasting, online content creation and distribution.



For more than a decade, she has been on the front lines leading change at some of the imaging industries key companies such as Agfa and Pantone. Alexandra's work with various technology and media start-ups has allowed her to hone skills in leveraging the power of new technologies within existing business plans and infrastructures. Her overall experience and networks in various media, graphic, digital imaging, printing, publishing, online, design, and communications industries has given her a holistic view of converging technologies as well as an insider's expertise of how these technologies affect the industries that power today's changing media landscape. Alexandra delivers the experience, content, and edge that empower social media plans her clients employ or seek to implement.

Her contagious passion for social media allows Alexandra to consult with clients in developing their social strategies; helping to build their presence and brand across the full range of social networks. By training and guiding their internal teams to leverage the power of social influence marketing. Her unique insight into new media technologies brings a fresh spin to traditional communications, PR, and media content.

Ms. Gebhardt has spoken at numerous industry conferences on technical, marketing and social media related topics over the past years, including most recently; National Association of Broadcasting (Podcasting/New Media Summit) and also keynoted 2009 Memories are More photo retailing conference in Cologne, Germany.

She currently leads social conversations, engages the audiences, monitors and measures the results for B2B and B2C clients which include FileMaker Inc., an Apple subsidiary. She works behind the scenes for a range of industries including healthcare and entertainment, and is the key producer of imaging and consumer electronics analyst, Mike McNamara's "The McNamara Report."



Breakout Session Speaker Biographies:

❖ Scott Andrews, Canon

Introduced to photography in Boy Scouts, Scott Andrews studied photogrammetry while majoring in biology. He became interested in using photography to document fieldwork, and an internship for the U.S. Government strengthened his experience with numerous projects involving conventional, and IR photography.

While pursuing an advanced degree, he worked for the Associated Press, primarily at the Kennedy Space Center, which led to the development of a portable remote camera triggering system that was adopted by several news agencies and the U.S. Government. In 1984, he joined the technical staff at Nikon. In Washington, D.C., he managed the Nikon Professional Services office where he worked closely with the Washington press corps and the U.S. Government in introducing new products and helping R&D gather ideas for new products. He also worked very closely with NASA in the documenting the Space Shuttle and the evolution of the International Space Station, both in the United States and in Russia. He continued to develop ways of using remote photography; that is mounting cameras in or on hazardous areas (aircraft, boats, etc) or areas where detection or threat is possible. He has also worked with National Geographic, in developing devices for special projects such as animal traps, and the U.S. Government, and many media outlets, acting as a consultant to many events such as Presidential Inaugurations, political conventions, Senate hearings, space launches, and sporting events.

He now works for Canon, exploring new challenges in documenting the world. He is located in Washington, D.C., and still works closely with the U.S. Government and the journalism community with an expanded agenda as he concentrates on exploiting the dual capabilities of imaging products in recording both still and video imagery.